

B.Com(Hons) DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Corporate Ethics and Governance

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer **ALL** the questions

1. What is Business Ethics?
2. Define values.
3. What is deceptive advertising?
4. What is consumerism?
5. What is CSR?
6. Who are the stakeholders of the organisation?
7. Write any two benefits of social audit.
8. Define social audit.
9. List out any two issues of corporate governance.
10. What is corporate governance?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

11. How to develop ethical code of conduct?
12. Discuss the ethical issues in employee promotion.
13. Why business should assume social responsibility?
14. What are the barriers to social performance of business?
15. Mention various objectives of social audit.
16. What are the limitations in conducting social audit?
17. Why there is a need for corporate governance?
18. Explain the characteristic features of corporate governance.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. Ms. M a top graduate from Loyola in Humanities was hired by a major corporation into a management position. 'M' finished the corporation's management training program top in her group, and is performing above the norm in her position. She is really enjoying her work. As a black woman she feels isolated, as there are no other black women managers and few women in her area. One night at a company party she heard a conversation between two of her male co-workers and their supervisor. They were complaining to him about M's lack of qualifications and her unpleasant personality. They cursed affirmative action regulations for making the hiring of 'M' necessary. Ms. M is very upset and wants to quit.

Questions:

- a) Should 'M' quit?
- b) Are her co-workers correct in their evaluation?
- c) Should 'M' file a discrimination suit?

PART - B

Answer any **ONE** question

- 20. Discuss the responsibility of business towards stake holders.
- 21. What are the social and ethical criticisms of advertising?

B.Com(Hons) DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Corporate Ethics and Governance

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer **ALL** the questions

1. What is Business Ethics?
2. Define values.
3. What is deceptive advertising?
4. What is consumerism?
5. What is CSR?
6. Who are the stakeholders of the organisation?
7. Write any two benefits of social audit.
8. Define social audit.
9. List out any two issues of corporate governance.
10. What is corporate governance?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

11. How to develop ethical code of conduct?
12. Discuss the ethical issues in employee promotion.
13. Why business should assume social responsibility?
14. What are the barriers to social performance of business?
15. Mention various objectives of social audit.
16. What are the limitations in conducting social audit?
17. Why there is a need for corporate governance?
18. Explain the characteristic features of corporate governance.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. Ms. M a top graduate from Loyola in Humanities was hired by a major corporation into a management position. 'M' finished the corporation's management training program top in her group, and is performing above the norm in her position. She is really enjoying her work. As a black woman she feels isolated, as there are no other black women managers and few women in her area. One night at a company party she heard a conversation between two of her male co-workers and their supervisor. They were complaining to him about M's lack of qualifications and her unpleasant personality. They cursed affirmative action regulations for making the hiring of 'M' necessary. Ms. M is very upset and wants to quit.

Questions:

- a) Should 'M' quit?
- b) Are her co-workers correct in their evaluation?
- c) Should 'M' file a discrimination suit?

PART - B

Answer any **ONE** question

- 20. Discuss the responsibility of business towards stake holders.
- 21. What are the social and ethical criticisms of advertising?